

# Yang Jiao

New York City 11101 | (315) 439-6490 | yjiao0121@outlook.com | <https://www.yangjiao0121.com>

## Educational Background

**Master of Art, Graduate School of Art and Science, Columbia University** New York City, NY

- Major: Quantitative Method of Social Science GPA: NA/4.0 08/2023 - Present
- Relevant Courses: Data Analysis, Machine Learning (Python), Natural Language Processing (Python)

**Master of Science, Annenberg School of Communication and Journalism, USC** Los Angeles, CA

- Major: Applied Communication Research GPA: 3.6/4.0 08/2023 - 06/2025
- Relevant Courses: Integrated Communication Strategies, Information Management & Visualization, Audience Analysis, Analytic Tools for Communication Research (SPSS)

**Bachelor of Science, S.I. Newhouse School of Public Communication, Syracuse University** Syracuse, NY

- Major: Public Relations Minor: Psychology GPA: 3.87/4.0 08/2019-05/2023
- Dean's List in 2020, 2021 and 2022 and graduated as Summa Cum Laude Honor
- Relevant courses: Multimedia Storytelling, Writing for PR, Graphic Design, Programming, PR Leadership, Ethics of Advocacy

## Internship Experiences

**Marketing Intern, Duke University - Kunshan Campus** 05/2024-08/2023

- Managed the daily operations of official public accounts, including content posting, user engagement, and data monitoring.
- Spearheaded social media growth across Redbook and WeChat, increasing followers by 67.6% within three months. Added over 3,000 new followers on WeChat and 300+ on Redbook through strategic content posting and engagement.
- Developed content based on account positioning and trending topics, created scripts and analyzed viral posts to optimize content continuously. Published 20+ posts, achieving a total of 100,000+ reads and maintaining an average engagement rate of 12% - well above the industry standard.
- Produced 5+ high-quality videos, amassing 10,000+ views, while collaborating with faculty to highlight university programs and student success stories.
- Monitored and analyzed key metrics such as follower growth, engagement rate, and video views and adjusted and optimized account strategies based on data analysis while studying viral content from similar accounts to enhance growth and user engagement.

**Marketing and Channel Management Intern, Allianz Insurance** 06/2022-11/2022

- Authored a comprehensive workshop proposal for global enterprise risk management, collaborating with Haier to facilitate a high-level event that addressed emerging risks in global markets.
- Drafted weekly newsletters and research reports on market trends, contributing to the launch of a biomedical industry service innovation platform in Shanghai, which improved brand visibility in the biotech sector.
- Partnered with senior executives to obtain an exemption from Allianz's ESG energy exclusion list for State Power Investment Corporation, directly influencing a deal valued at over \$20 million.

**Digital Marketing Intern, Chanel** 12/2021-01/2022

- Analysed consumer behavior and conducted qualitative and quantitative studies to develop strategic campaign approaches.
- Drafted F&B's monthly marketing newsletter, including digital, merchandising, animation, and communication elements

## Campus Activities

**Member, Graphic Design Department of WeMedia Lab, Syracuse University** 08/2022-05/2023

- Used layout tools to organize text contents and graphs and post them on social media, drew and designed covers and illustrations for each post, and designed a mascot for WeMedia Lab.

**Leader, CSSA Entertainment and Culture Department, Syracuse University** 08/2019-05/2022

- Organized performances for traditional Chinese festivals and helped address issues of racial discrimination on campus.

## Others

**Computer:** Python, SPSS; Adobe Photoshop, Adobe InDesign, Adobe Premiere

**Language:** native in Mandarin - Chinese

**Certification:** Advanced Google Analytics in 2022 | PESO Model Certification in 2021